

**WE CLAIM:**

1. A coffee cup, or jacket for a coffee cup, having plural bit data encoded thereon in the form of a digital watermark. /a

5           2. A method comprising:  
presenting a digitally watermarked object to a reader device at a first location, and triggering a first response thereby;

presenting the object to a reader device at a second location, and triggering a second, different, response thereby;

10           wherein at least one of said responses comprises the issuance of a coupon.

3. A method comprising:

presenting a digitally watermarked object to a reader device a first time, and triggering a first response thereby; and

15           presenting a digitally watermarked object to a reader device at a second, later, time, and triggering a second, different response thereby;

wherein at least one of said responses comprises the issuance of a coupon.

20           4. A physical object having plural faces, wherein a first face is digitally watermarked with first information, and a second face is digitally watermarked with second, different, information, at least one of said faces serving to trigger issuance of a coupon when presented to a terminal. /a